

Wei KE, PhD

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PROFESSIONAL EXPERIENCE

- Partner**, Oliver Wyman (New York, NY) 1/2022 – Present
- Leading the intersection between PSM (pricing, sales and marketing) and Financial Services
- Managing Partner**, Simon-Kucher & Partners (New York, NY and Toronto, ON) 6/2011 – 12/2021
- Built and led financial services and travel & hospitality practices for USA/Canada
- Opened and led the Toronto office, and grew the team to 20+
- Sold and led 200+ strategy projects on product portfolio optimization, pricing strategy and modeling, personalized marketing, and omni-channel distribution
- Manager**, Novantas (New York, NY) 6/2008 – 6/2011
- Led pricing, marketing, and risk model development for 40+ strategy projects
- Developed the pricing optimization engine for PriceTek™ Home Equity
- Actively participated in new project sales and business development
- Revenue Management Consultant** (New York, NY) 2/2005 – 3/2008
- Designed pricing and revenue management algorithms for leading companies in fashion retail, self-storage, hospitality, healthcare, renewable energy, and shipping

TEACHING EXPERIENCE

- Adjunct Associate Professor**, NYU Stern School of Business (New York, NY) 5/2024 – Present
- Teaching Pricing Strategies (Spring 2025)
- Adjunct Associate Professor**, Columbia Business School (New York, NY) 10/2016 – Present
- Taught Quantitative Pricing & Revenue Analytics (Fall 2016, Fall 2017, Fall 2018, Spring 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Fall 2022)
- Adjunct Assistant Professor**, Queen's Univ. Smith School of Business (Toronto, ON) 2/2017 – 2/2018
- Taught Analytical Decision Making (Spring 2017, Spring 2018)
- Taught Marketing Analytics (Summer 2017)

EDUCATION

- Columbia Business School** (New York, NY) 9/2006 – 6/2008
Ph.D. in Business (Decision, Risk & Operations) *degree conferral: 10/2009*
- Thesis topic: The Marketing Operations Interface in Consumer Retail
- Thesis advisor: Professor Garrett van Ryzin
- Columbia Business School** (New York, NY) 9/2003 – 5/2006
M.Phil. in Business (Decision, Risk & Operations)
- Columbia University** (New York, NY) 9/2000 – 5/2003
B.S. *summa cum laude* in Electrical Engineering, minor in Applied Math

SCHOLARSHIPS & AWARDS

- Consulting Report** Top 25 Marketing and Sales Consultants 2024
- The Case Centre** Production and Operations Management Award 2019
- Doctoral Fellowship** (full tuition and stipend), Columbia Business School 2003 – 2007
- Fu Foundation Scholarship** (full tuition and stipend), Columbia University 2000 – 2003
- William L. Everitt Award of Excellence**, International Engineering Consortium 2003
- Tau Beta Pi** National Engineering Honor Society 2001
- Golden Key** International Honor Society 2001
- DAAD Scholarship**, Germany 2001
- Zeidman Scholarship** (full tuition and stipend), Sidwell Friends School 1998 – 1999

PROFESSIONAL ACTIVITIES

- Publications**
1. **Ke, W.**, 2023. Merchandise placement optimization, *Retail Space Analytics*, Eds. Ghoniem & Maddah (Springer), 129-159.
 2. **Ke, W.**, R. Vleming & R. Shah, 2022. Ch. 116: Product Offer and Pricing Personalization in Retail Banking, *the Encyclopedia of Data Science and Machine Learning*, Ed. Wang (IGI Global).

3. **Ke, W.**, D. Shleifer & N. Frank, 2021. Demand for travel insurance will increase, *International Travel & Health Insurance Journal*, Oct 5.
4. **Ke, W.**, 2021. Shortfalls in post-COVID digital channel strategy in the global banking industry, *PHBS Frontier Financial Dialogue*, 11.
5. Frank, N. & **W. Ke**, 2021. Brokers need the right tools for the digital age, *Canadian Underwriter*, Jun 7.
6. **Ke, W.** & L. D’Acerno 2021. The power of context in digital screen decisions, *BAI Banking Strategies*, May 4.
7. Frank, N. & **W. Ke**, 2021. Beware the Dark Side of AI, *Insurance Thought Leadership*, Feb 18.
8. Frank, N. & **W. Ke**, 2021. Insurers must address bias in AI, *Digital Insurance*, Feb 10.
9. Frank, N. & **W. Ke**, 2021. Insurance in 2021: A tale of the ant and the grasshopper, *Property Casualty 360*, Jan 4.
10. **Ke, W.** 2020. Pricing excellence is a strategic differentiator in wealth management, *Forbes Finance Council*, Nov 30.
11. **Ke, W.** & A. Merchant 2020. Banks must focus on the human equation in AI, machine learning, *BAI Banking Strategies*, Nov 6.
12. **Ke, W.**, et al. 2020. How data will help you retain deposits in the post-COVID world, *The Financial Brand*, Oct 12.
13. **Ke, W.** 2020. A data-driven approach to customer strategies, *BAI Banking Strategies*, Jul 30.
14. **Ke, W.** 2020. Coronavirus deposit bonanza can spell trouble for banks, *BAI Banking Strategies*, Jun 4.
15. **Ke, W.** & W. Li 2020. Wealth management at a coronavirus crossroads, *ABA Banking Journal*, May 22.
16. Schmidt-Gallas, D. & **W. Ke** 2020. After COVID-19, insurance must be wary of optimism bias, *Digital Insurance*, May 19.
17. **Ke, W.**, et al. 2020. Six priorities for travel CFOs during the COVID-19 pandemic, *CFO*, May 13.
18. Akana, T. & **W. Ke** 2020. Contactless payment cards: Trends and barriers to consumer adoption in the US, *Federal Reserve Bank of Philadelphia*, May 7.
19. **Ke, W.** 2020. COVID-19 forces advisors, insurers to step up their digital game, *Insurance News Net*, Apr 15.
20. **Ke, W.**, et al. 2020. Expect lucrative perks as cobranded travel cards try to stem a customer exodus, *Digital Transactions*, Apr 13.
21. **Ke, W.**, et al. 2020. Raising deposits amid coronavirus rate-slashing and stock volatility, *The Financial Brand*, Mar 16.
22. **Ke, W.** 2019. Mind your Ps when racing to zero, *Forbes Finance Council*, Dec 30.
23. **Ke, W.** 2019. Four lessons in pricing innovation, *Forbes Finance Council*, Dec 4.
24. **Ke, W.**, et al. 2019. Five ways marketers can get people to switch banking providers, *The Financial Brand*, Sep 26.
25. **Ke, W.** 2019. Inertia and other psychological barriers in bank-switching behaviors, *Forbes Finance Council*, Sep 23.
26. **Ke, W.** 2019. The human bias, *Canadian Underwriter*, Jun 7.
27. **Ke, W.** & L. D’Acerno 2019. Health insurance’s digital, integrated future, *Digital Insurance*, Mar 28.
28. **Ke, W.**, et al. 2019. Deposit pricing strategies: Increasingly sophisticated, precise, *Banking Exchange*, Mar 18.
29. **Ke, W.** & W. Li 2019. Psychological barriers to greater mobile payment use in the US, *Mobile Payments Today*, Jan 25.
30. **Ke, W.** & W. Li 2018. Consumers are shopping for ‘points,’ and it’s hurting issuers, *Payments Source*, Nov 12.
31. **Ke, W.** 2018. Power pricing in the age of AI and analytics, *Forbes Finance Council*, Nov 2.
32. **Ke, W.** & M. Jackson 2018. Rethinking value communication: The key to revenue growth in the digital age, *Journal of Digital Banking*, 3(2), 114-125.
33. **Ke, W.** & W. Li 2017. The CFO’s role in monetizing digitalization, *CFO*, Nov 17.
34. **Ke, W.** 2017. Prioritize monetization when giving it away for free, *Forbes Finance Council*, Sep 15.
35. **Ke, W.**, et al. 2017. Stop cross-selling! Help customers buy instead, *Financial Brand*, Aug 31.
36. **Ke, W.** 2017. Why banks are unprepared to tap the profit potential of digital, *Forbes Finance Council*, Jul 20.
37. **Ke, W.** & D. Chung, 2017. How to go from free to fee without customer revolt, *American Banker BankThink*, Jul 18.
38. **Ke, W.**, et al. 2017. Take the Pokemon Go approach to bank sales, *American Banker BankThink*, Feb 28.
39. **Ke, W.**, et al. 2017. Let the customer lead the way in cross-selling, *American Banker BankThink*, Feb 15.
40. **Ke, W.**, et al. 2017. Getting back in the game – A challenge to banks looking to grow customer engagement, *Mortgage Finance Gazette*, Jan 3.
41. **Ke, W.**, et al. 2015. Monetizing mobile for small business customers, *Professional Pricing Society Journal*, 24(4), 20-36.
42. **Ke, W.**, et al. 2014. Ch. 18: Price Bundling, *The Routledge Companion to Financial Services Marketing*.
43. **Ke, W.**, et al. 2012. Optimising retail deposit pricing. *Risk Magazine*, Nov 6.
44. Baumgarten, J., **W. Ke**, et al. 2012. Value-based innovation for small business lending. *BAI Banking Strategies*, Oct 30.
45. Snowman, B., **W. Ke**, et al. 2012. Primary banking: The solution to low pricing power in retail banking. *The Pricing Advisor*, Aug.
46. Snowman, B., **W. Ke**, et al. 2012. The future of savings. *The Financial Services Forum*, Jul 4.
47. Baumgarten, J., **W. Ke**, & D. Chung. 2012. Three revenue models for mobile. *BAI Banking Strategies*, Jul 2.
48. Baumgarten, J., B. Snowman, & **W. Ke**. 2012. Rebuild consumer trust by offering a fair deal. *American Banker BankThink Blog*, Jun 21.

49. Snowman, B., **W. Ke**, et al. 2012. The revenue model for mobile banking and payments. *The Financial Services Forum*, Apr 3.
50. Baumgarten, J., B. Snowman, & **W. Ke**. 2012. M-banking: to charge or not to charge. *Retail Banker International*, Feb 29.
51. Cortez, A. & **W. Ke**. 2010. The portfolio approach to asset allocation. *Bank Accounting & Finance*, **23**(6), 28-34.
52. **Ke, W.** 2009. The marketing operations interface in consumer retail: Theory and practical approach. *Columbia University*.
53. **Ke, W.**, G. van Ryzin, & C. Maglaras. 2007. Markdown pricing optimization at Bloomingdale's (#070203A/B). *Columbia Business School*.

Podcasts

1. How banks can quell the overdraft fee backlash. *American Banker*, Jul 6, 2021.
2. A glimpse at the role of the bank branch after the pandemic. *American Banker*, Jul 4, 2020.
3. The trouble with banks' personal finance tools. *American Banker*, Oct 10, 2019.
4. What does it take to get consumers to switch banks. *American Banker*, May 21, 2019.
5. Has JPM Chase started a price war. *American Banker*, Sep 6, 2018.
6. The right away to impose new fees. *American Banker*, Mar 1, 2018.
7. How fintechs and banks can change fees without losing customers. *American Banker*, Aug 22, 2017.
8. Why consumers make irrational financial decisions sometimes. *American Banker*, Nov 14, 2016.

Press quotes

1. How neobanks can become profitable despite the odds, *American Banker*, Aug 8, 2022
2. 2022's Cities with the Highest & Lowest Credit Scores, *WalletHub*, Feb 16, 2022
3. With loyalty app, Walgreens has the look of a neobank, *American Banker*, Sep 11, 2021
4. New York cracks down on bank overdraft fees. Will OCC, CFPB follow?, *American Banker*, Aug 26, 2021
5. Revenge of the traveler: A shot in the arm for the industry, *Business Traveler*, Feb 5, 2021
6. Meet the rebel financial advisor helping investors save on taxes, *Forbes*, Jan 11, 2021
7. Branch networks still dominate but you won't need as many to compete, *Financial Advisor IQ*, May 27, 2020
8. Covid-19 will expose 'cracks' in wealth management industry, *Financial Advisor IQ*, May 27, 2020
9. Coronavirus creates turbulence for cobranded travel cards, *Payments Source*, Mar 13, 2020
10. 16 Strategies to help financial advisors improve their customer service, *Forbes Finance Council*, Feb 24, 2020
11. 13 Changes coming to the banking industry, *Forbes Finance Council*, Jan 3, 2020
12. Come competere sui prodotti di deposito, *Azienda Banca (Italy)*, Nov 13, 2019
13. Schwab and TD Ameritrade to take big revenue cuts after dropping commissions, *Financial Planning*, Oct 2, 2019
14. Collaborative marketing, *Axiom*, Aug 12, 2019
15. Human v algorithm insurers try to cut out the middleman, *Financial Times*, Jul 14, 2019
16. 14 Questions to ask before expanding your business' sales team, *Forbes Finance Council*, Jun 28, 2019
17. Where did JPMorgan Chase's Finn experiment go wrong, *American Banker*, Jun 6, 2019
18. Looking for a new rewards credit card: Seven factors to consider, *Forbes Finance Council*, May 13, 2019
19. Who needs free? Passive fund prices flatline, *The Wall Street Journal*, Feb 19, 2019
20. Data: The reality of mobile payments, *Payments Source*, Dec 13, 2018
21. A wider reach: How the CFO role will evolve in the next five years, *Forbes Finance Council*, Nov 26, 2018
22. Eight ways AI can improve your bank's customer experience, *Forbes Finance Council*, Oct 31, 2018
23. Nine industry leaders share the worst advice for scaling a business, *Forbes Finance Council*, Oct 24, 2018
24. 10 ways mobile payments can change customer interactions, *Forbes Finance Council*, Jul 24, 2018
25. Digital nirvana is in the eyes of the consumer, *Financial Brand*, Jul 3, 2018
26. Should asset-based pricing models stay or go, *Investment News*, Jun 11, 2018
27. Wealthfront, robo advisor's strange pricing problem, *Barron's*, Apr 19, 2018
28. Goldman Sachs finally reveals most of its big plans for consumer banking, *American Banker*, Apr 17, 2018
29. 12 ways to provide optimal customer service as a finance professional, *Forbes*, Apr 16, 2018
30. Pay it forward: Gauging the future of financial advisory fees, *Insurance News Net*, Apr 13, 2018
31. Innovation and digital adoption in the banking industry, *Financial Brand*, Apr 2, 2018
32. What fee-based models should advisors consider for their practice, *Wealth Professional Canada*, Mar 19, 2018
33. Diverse fee structures at the heart of next gen financial advice, *Financial Advisor IQ*, Mar 16, 2018
34. 8 Innovative advisor fee structures, *Think Advisor*, Mar 14, 2018
35. Amazon and JPM: It's not about banking, it's about payments, *Payments Source*, Mar 5, 2018
36. How banks use behavioral economics to win over customers, *American Banker*, Jan 4, 2018

37. Digital is driving down insurance prices, *Digital Insurance*, Nov 22, 2017
38. Dow hits record high as Wall Street waits for the Fed minutes, *CNBC*, Oct 2017
39. CEO's sudden exit spurs big questions about SoFi's future, *American Banker*, Sep 12, 2017
40. Should financial advice cost 1%, *Forbes*, Aug 21, 2017
41. Teach customers to save and maybe they'll stick around, *American Banker*, Feb 10, 2017
42. A digital conscience that pushes savers to build lasting nest egg, *American Banker*, Dec 6, 2016
43. Margin squeeze could cost lenders up to 10 basis points, *Mortgage Finance Gazette*, Sep 2, 2016
44. Rising rate CDs: Less risk, more return? *BankRate*, Dec 1, 2014
45. CD ladder: Is it worth the climb? *BankRate*, Dec 1, 2014
46. CD ladder: Worth the climb? *Fox Business*, Dec 1, 2014
47. Contactless payment gets a boost from Barclays wristband. *SNL*, Jun 12, 2014

Conferences and guest lectures

- Frequent speaker and master class instructor at leading industry conferences in the US, Canada, and UK